



## Powerful Digital Advertising

In 2021, Hallaron Advertising Agency partnered with Vici Media in Philadelphia, PA to craft custom digital strategies and advertising campaigns that work for our clients. Hallaron now offers expanded digital insights and media access to the most desired digital ad channels, including: Amazon, Facebook, LinkedIn, Instagram, Google, OTT streaming TV, and more.



#### Address









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#### New Business Inquiries

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Service		Description
 Facebook & Instagram Ads	Targeting people across all devices with display or video ad on Facebook and Instagram in their News Feed, on Facebook Audience Network, Messenger, Facebook Instant Articles, Stories, Marketplace, or a custom audience of your database of emails or addresses and Lookalike audience.	
 Amazon Premium Targeting Ads	Using Amazon targeting data to reach people with your display, video, or OTT ads on Amazon.com, Amazon owned properties and thousands of other websites and apps Amazon has partnered with, across all devices (display only on Amazon.com)	
 Social Mirror Ads	Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies .	
 Mobile Conquesting	Reaching people with display and video ads on their mobile devices using targeting strategies including Behavioral, Geo-Fencing, Geo-Retargeting, Geo-Retargeting Lookalike, and Weather Triggers. Or a custom audience of your database of addresses. On-Site Visit Tracking to your business is available.	
 Native Ads	Native display and video ads go across all devices and match the look, feel and context of the website or app where they are seen, using targeting strategies including Retargeting, Behavioral Targeting, Artificial Intelligence, and Keyword Targeting, or a custom audience of your list of emails and Lookalike audience.	
 Video Targeting Ads	Video ads go across all devices, appearing on websites or apps, using targeting strategies including Retargeting, Behavioral Targeting, Artificial Intelligence, and Keyword Targeting. Options include YouTube and Over-The-Top (OTT) ads (Connected TVs).	
 Online Audio Ads	Audio ads served to targeted online listeners who are consuming audio content across all types of devices, using the targeting strategies of Behavioral Targeting and Artificial Intelligence.	
 Pay-Per-Click Ads	Showing your text ads on the Google Search Engine Results Page when a user searches keywords related to your business, across all devices.	

## Who is Vici Media?



- Manages 1,600 monthly ad campaigns, nationwide and in 44 countries.
- Currently serving 200+ ad agency partners & media companies.
- Vici delivered over 3 billion display/video ads last year.
- Vici was named to the Deloitte Fast 500 fastest growing tech companies
- Main office in Philadelphia. Company launched 2014.